Harry Redl

Irv Drasnin

William 'Bill' Strode

Charles O'Rear

Dane Bath

Greg Cooke

The faculty of COMMUNICATING '74

Feb. 16, 1974

HARRY REDL is a seasoned photojournalist. For the past twenty years he has tramped over wheat fields, been smuggled in and out of Communist countries, been threatened, shot at, cajoled and incarcerated. Redl's pictures have appeared on the pages of Time Magazine, Newsweek, Look, Life, Sports Illustrated and the newscasts of CBS and NBC. In the late 60's he worked as a contract photographer for Life magazine, and covered the takeover in Prague by the Soviet Union. Redl's camera has caught the horrors of war in Vietnam, Cambodia, Laos and Czechoslovakia. He has seen the countryside of Red China and was the only western photographer to do so during the Cultural Revolution. He stood alone inside a Hong Kong refugee camp in 1963 as the Chinese sought to "thin out" the population when in fact more than 70,000 peasants had fled across the border in less than a month in search for a better life. Redl brings to COMMUNICATING '74 a look at a major international freelance magazine photographer and what it takes to maintain his markets. He will discuss the rapidly changing world markets for the freelance magazine photographer.

CHARLES O'REAR is one of this nation's top documentary and freelance magazine photographer in the field today. O'Rear started his career with the Kansas City Star and moved on to the Los Angeles Times winning numerous awards for his photographic work, both locally and nationally. After leaving the L.A. Times, five years ago, O'Rear has been freelancing stories to the nation's top news and picture publication. During the last year his work has been appearing regularly in the National Geographic, Mexico's resort towns, the Lower Colorado River and Russians living in Alaska. O'Rear was selected by the Environmental Protection Agency as one of the original documentary photographers to photograph the nation's environmental problems.

Presently, he has completed his fifth assignment for the EPA Project DOCUMERICA on Hawaii. The EPA undertaking is only the second program by the federal government to call upon the persuasive powers of the still image to document a far reaching governmental program. The first such program was the Farm Security Administration to document the plight of the American farmers during the 1930s. O'Rear will discuss the hardships and pitfalls, plus the necessary assets and background on striking out as a freelance magazine photographer in a highly competitive business.

IRV DRASNIN has devoted his time exclusively to television documentaries for CBS News for the last six years. At the present time he is editing and writing a documentary on Shanghai filmed by Greg Cooke this past summer in The People's Republic of China. Producer Drasnin has examined such wideranging subjects as the Senate Civil Rights Debate, Dissent in the Soviet Union, Health in America and Fidel Castro. Drasnin has received such prestigious awards for broadcast journalism; such as, a Christopher Award for "A Black View of South Africa", a Saturday Review Award for "Voices From the Russian Underground", and a Columbia School of Journalism DuPont Award for "You and the Commercial". Drasnin holds a B.A. degree from UCLA in political science and international affairs and a Master's degree in East Asian studies, specializing in China, from Harvard University. The CBS News producer started as a writer for the "CBS Evening News" and moved on to become an associate producer before moving into the television documentary division of CBS News. Drasnin brings to Communicating '74 a unique look at network television producer's techniques in directing, writing and editing the documentary.

DANE BATH is the new picture editor of the New York Times. Bath began his newspaper career ten years ago for the Oshkosh Daily Northwestern. Before coming to the N.Y. Times, Bath served as the graphics editor and the picture editor of the Chicago Tribune. During this period of time, the Chicago Tribune made major changes in its use of pictures and typography. As a result of these changes, Bath was named the "1971 Picture Editor of the Year" by the Illinois Press Photographers Association. Following this honor one year later, the Tribune won the NPPA award for the "Best Use of Pictures by a Newspaper". The Tribune continued on its new winning combination of better pictures and the use of these pictures under the direction of Bath. In 1973 the Tribune was awarded the "Best Use of Pictures by a Newspaper" by the Inland Daily Press Association. Bath will focus his talk at COMMUNICATING '74 on the state of photojournalism in Arizona daily newspapers. Bath will point out what needs to be done to improve the Arizona newspaper picture usage with examples of what's wrong and what's right with the daily newspaper from across the state.

WILLIAM 'BILL' STRODE has established a nationwide reputation in photojournalism at the Louisville Times and Courier-Journal. Strode's photographic awards include the highest honor a newspaper photographer can receive from the National Press Photographer's Association, "Photographer of the Year". Strode was a member of the journalistic team which won for The Courier-Journal the Pulitzer Prize for Public Service. He also was honored with the Overseas Press Club Award for the best magazine photographic reporting and "Newspaper Magazine Picture Editor of the Year Award" by the National Press Photographers Association. Strode's newspaper pictures have been exhibited in the Museum of Modern Art, New York; Smithsonian Institute, Washington; World Press Photo Exhibit, Hague; Expo '67, Montreal, to mention a few places. Strode is currently the vice-president of NPPA and the assistant director of photography at the Louisville papers. Strode will take to task the newspaper photographer and offer him a challenge of informing their reader with pictures which say something rather than fill space. The newspaper picture coverage for the metropolitan newspaper is facing stiff competition from the television screen for the attention, Strode will offer some constructive comments for the major and smaller newspaper photographer to expend his photographic coverage at Communicating '74.

GREG COOKE is a documentary and newsfilm cameraman for CBS News. Cooke began his career in television news ten years ago in the Phoenix market. He began work for CBS in 1970 covering the war zone in Vietnam and Cambodia. He has received personal commendation from most of the top executives at CBS News including Walter Cronkite. Working for CBS News, Cooke has been to 35 foreign countries covering the major news events of the world. Major credits include; documentaries: "Where We Stand — U. S. & Russia", "Conversation with Justice William O. Douglas", "You'll Get Yours When You're 65", "LBJ — The Last Interview" and "Shanghai — A New Look at China". His news coverage includes: "Campaign of George McGovern", "POWs Return from Hanoi", "The Battle of Wounded Knee", "Secretary Kissinger Storms the Middle-East and China". Cooke will discuss what the local television cameraman can do to improve his film while covering the news. Having worked the local markets in the Phoenix and Denver area, plus having his own production company before going to the network, will provide the necessary background for his interesting and informative presentation.

Greg Cooke, CBS Newsfilm Cameraman, visits with some local folks in the People's Republic of China.

AN EDUCATIONAL SEMINAR FOR PHOTOGRAPHERS

Sponsored by Copperstate News Photographers Association Department of Mass Communication of Arizona State University.

COMMUNICATING '74 brings to Arizona for the second time a package of technique and philosophy about freelance, magazine, newspaper and motion photography. This year's seminar will be dedicated to the memory of Mr. E. D. Newcomer, Arizona's most famous newspaper photographer.

The highly acclaimed and much sought speaker, Brian Lanker, will be returning to the communicating seminar to pay special tribute to Newcomer, who provided inspiration and guidance to Lanker's first steps in photojournalism. Lanker will be returning to Arizona on the heels of winning the Pultizer Prize in photography and being installed into the Concerned Photographers Series by Scholastic Magazine.

The publishing and broadcasting worlds of this new year are fast changing and influenced by the times.

The first seminar that was held in 1972 brought together four-hundred and eighty-eight persons from seven states and Canada and was termed the "best and most successful educational seminar in 1972" by the National Press Photographers magazine editor Tom Keane.

The role of pictures is changing, and many of the speakers will be dealing with these changes. It is a varied program, designed to answer some of the 1974's problems while anticipating the future direction in communicating.

COMMUNICATING '74, an education seminar for photographers, is sponsored by the Copperstate News Photographers Association, a chapter of the National Press Photographers Association and by the Department of Mass Communications of Arizona State University.

The one day seminar will be held Saturday, Feb. 16th, 1974 from 8:30 a.m. to 5:30 p.m. in Murdock Hall at ASU, 15 miles east of Phoenix. The hall is located across from the university's Memorial Union building. Your advance registration packet will be available at 7:30 a.m. in front of Murdock Hall.

The program is designed to bring together newspaper photographers, editors, television cameramen, reporters, students, freelancers, commercial photographers, military and anyone dealing with pictures.

Each speaker is an expert in his field. Each person will give approximately a 45 minute presentation with questions following the program.

The morning session will include three speakers and a coffee break. The coffee break will enable participants to see some of the latest photographic equipment on display. A luncheon will be served at Arizona State University. The afternoon session will consist of three speakers and another coffee break. The seminar will conclude with a panel discussion with all the speakers fielding questions from the audience.

COMMUNICATING '74 ADVANCE REGISTRATION FORM

I wish to register as a participant in the COMMUNICATING '74 educational seminar at Arizona State University, Feb. 16, 1974.

Enclosed is $10 for professional registration. Late registration after Feb. 7, 1974 is $15. _____

Enclosed is $5 for student registration. Late registration after Feb. 7, 1974 is $7.50. _____

Enclosed is $3.50 for lunch. No late registration for lunch. _____

Total amount enclosed is: _____

Name _____

Affiliation _____

Address _____

City _____ State _____ Zip Code _____

MAIL TO: H. Rodman Moyer
Registration Chairman
2701 East Cinnabar Avenue
Phoenix, Arizona 85028

Make Checks Payable to Copperstate NPA.

Your registration packet and name tag will be available at 7:30 a.m. in front of Murdock Hall.

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